

**IN THE UNITED STATES PATENT & TRADEMARK OFFICE**

ATTORNEY DOCKET NUMBER: 10014417-1

IN RE APPLICATION OF: U.S. Patent No. 7,493,280

USPTO CONFIRMATION CODE: 9251

APPLICATION NO.: 09/902,928

FILED: Jul. 10, 2001

EXAMINER: Thomas A. Dixon

GROUP ART UNIT: 3696

FOR: METHOD AND SYSTEM FOR SETTING AN OPTIMAL RESERVE PRICE  
FOR AN AUCTION

**37 CFR 1.322 & 37 CFR 1.323 REQUEST FOR CERTIFICATE OF CORRECTION**

HONORABLE COMMISSIONER OF PATENTS & TRADEMARKS

Sir:

The following is a request for a certificate of correction in Serial Number 09/902,928, now Patent Number 7,493,280.

A certificate of correction under 35 USC 254 is respectfully requested in the above-identified patent.

☒ All errors were the fault of the USPTO, no fee required. In the event that a further fee is required, please charge the amount to Deposit Account No. 082025.

☐ All errors were the fault of the applicant and, accordingly, please charge **\$100.00** to our Deposit Account No. 082025. In the event that a further fee is required, please charge the amount to the same Deposit Account.

☐ The errors were the fault of both the applicant and USPTO and, accordingly, please charge **\$100.00** to our Deposit Account No. 082025. In the event that a further fee is required, please charge the amount to the same Deposit Account.

The exact locations where the errors appear in the patent and patent application are as follows:

# HISTORICAL AUCTION DATA REPOSITORY

Historical Auction Data Repository contains data on past auctions. For the purposes of present invention, we assume that the following variables are observed for each auction in the database.

## **Auction:**

Auction ID  
Further Auction Characteristics

## **Auctioned Item:**

Item ID  
Name  
Quantity  
Description  
Further Item Characteristics

## **Mechanism:**

Auction Format  
Reserve price  
Further Mechanism Characteristics

## **Bidders:**

Bidder ID  
Segment ID  
Further Bidder Characteristics

## **Bids:**

Identities of participating bidders  
Bids submitted by participating bidders

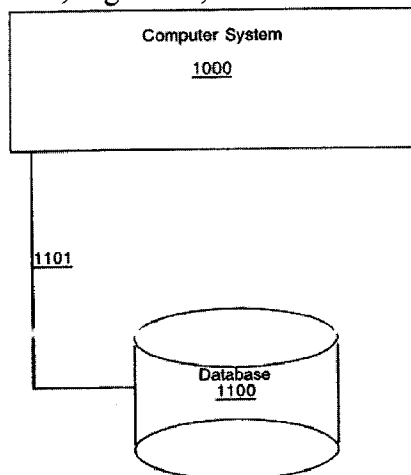
## **Outcomes:**

Assigned payments for each bidder  
Assigned quantities for each bidder

On sheet 11 of 20, Fig. 11.A, delete “

FIGURE 11.A

”



**Fig. 11**

and insert --

--, therefor.

(Amendment to drawings filed on Jan. 10, 2002, pages 3 and 4)

**AUCTION CHARACTERISTICS:**

Auction ID  
Item ID  
Item Name  
Quantity  
Dates:  
    Announcement  
    Start  
    Close  
Seller/Buyer ID  
Auction Mechanism Characteristics  
Invited Bidders' IDs  
Participating Bidders' IDs and Bids, Quantities  
Outcome:  
    Assigned Price for each bidder  
    Assigned Quantities for each bidder  
Fees:  
    Shipping & Handling  
    Taxes  
    Auctioneer Fees:  
        Posting Fee  
        Ad Valorem Fee

On sheet 12 of 20, Fig. 11.B, delete “**FIGURE 11.B**”  
(Amendment to drawings filed on Jan. 10, 2002, page 5)

**BIDS:**

Bid ID  
Auction ID  
Item ID  
Bidder ID  
Bid Time Stamp  
Price Bid  
Bid Type  
    Proxy  
    Direct  
Quantity Desired  
Minimum Quantity  
Currency

On sheet 13 of 20, Fig. 11.C, delete “**FIGURE 11.C**”  
(Amendment to drawings filed on Jan. 10, 2002, page 6)

**MECHANISM CHARACTERISTICS:**

Format  
English  
Dutch  
Sealed Bid First Price  
Sealed Bid Second Price  
Vickrey  
etc  
Buy/Sell  
Entry Rule  
Open  
Free  
Fee  
Invitation  
Free  
Fee  
Reserve Price  
Secret  
Open  
Start Price  
Bid Increment  
Fixed  
Relative  
Closing Rule  
Inactivity Time  
Fixed Closing Time

On sheet 14 of 20, Fig. 11.D, delete “**FIGURE 11.D**”  
(Amendment to drawings filed on Jan. 10, 2002, page 7)

**ITEM CHARACTERISTICS:**

Item ID  
Name  
Description  
Location  
SKU  
Manufacturer  
Model Number  
Condition  
Warranty  
Weight  
Weight Unit  
Measurement Unit  
Currency  
List Price  
etc

On sheet 15 of 20, Fig. 11.E, delete “**FIGURE 11.E**”  
(Amendment to drawings filed on Jan. 10, 2002, page 8)

**BIDDER CHARACTERISTICS:**

ID  
Segment ID  
Name  
Address  
General Information  
Socio Demographic Information  
Etc

**SELLER/BUYER CHARACTERISTICS:**

Seller/Buyer ID  
Name  
Address  
General Information  
Socio Demographic Information  
Etc

On sheet 16 of 20, Fig. 11.F, delete “ **FIGURE 11.F** ”.  
(Amendment to drawings filed on Jan. 10, 2002, page 9)

In column 22, line 4, in Claim 4, after “receiving” delete “said”.  
(Amendment to claims filed on Jan. 16, 2007, page 4 of 18, in Claim 4, line 4)

The requested corrections are attached on Form PTO 1050.

Respectfully Submitted

6/4/09  
\_\_\_\_\_  
DATE

/Ted McCullough/  
Name: Ted McCullough  
Registration No.: 56,231

Attorney/Agent of Record

HEWLETT-PACKARD COMPANY  
Intellectual Property Administration  
P.O. Box 272400  
Fort Collins, Colorado 80527-2400

## UNITED STATES PATENT AND TRADEMARK OFFICE CERTIFICATE OF CORRECTION

Page 1 of 7

PATENT NO. : 7,493,280  
APPLICATION NO. : 09/902,928  
ISSUE DATE : Feb. 17, 2009  
INVENTOR(S) : Kemal Guler, et al.

It is certified that an error appears or errors appear in the above-identified patent and that said Letters Patent is hereby corrected as shown below:

### HISTORICAL AUCTION DATA REPOSITORY

Historical Auction Data Repository contains data on past auctions. For the purposes of present invention, we assume that the following variables are observed for each auction in the database.

**Auction:**  
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Further Auction Characteristics  
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Item ID  
Name  
Quantity  
Description  
Further Item Characteristics  
**Mechanism:**  
Auction Format  
Reserve price  
Further Mechanism Characteristics  
**Bidders:**  
Bidder ID  
Segment ID  
Further Bidder Characteristics  
**Bids:**  
Identities of participating bidders  
Bids submitted by participating bidders  
**Outcomes:**  
Assigned payments for each bidder  
Assigned quantities for each bidder

On sheet 11 of 20, Fig. 11.A, delete “

FIGURE 11.A

” and

MAILING ADDRESS OF SENDER (Please do not use customer number below):

HEWLETT-PACKARD COMPANY  
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P. O. Box 272400  
Fort Collins, Colorado 80527-2400

This collection of information is required by 37 CFR 1.322, and 1.323, and 1.324. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C 122 and 37 CFR 1.14. This collection is estimated to take 1.0 hour to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Attention Certificate of Corrections Branch, Commissioner for Patent, P.O. Box 1450, Alexandria, VA 22313-1450.

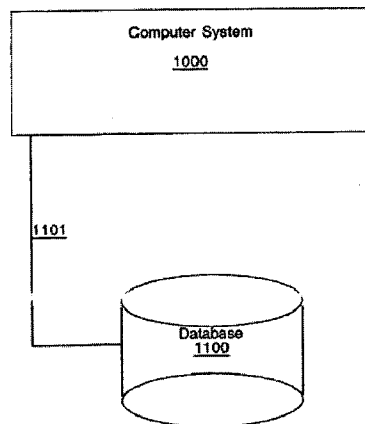
*If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.*

**UNITED STATES PATENT AND TRADEMARK OFFICE  
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Page 2 of 7

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ISSUE DATE : Feb. 17, 2009  
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insert -- **Fig. 11** --, therefor.

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**AUCTION CHARACTERISTICS:**

Auction ID  
Item ID  
Item Name  
Quantity  
Dates:  
Announcement  
Start  
Close  
Seller/Buyer ID  
Auction Mechanism Characteristics  
Invited Bidders' IDs  
Participating Bidders' IDs and Bids, Quantities  
Outcome:  
Assigned Price for each bidder  
Assigned Quantities for each bidder  
Fees:  
Shipping & Handling  
Taxes  
Auctioneer Fees:  
Posting Fee  
Ad Valorem Fee

On sheet 12 of 20, Fig. 11.B, delete “ FIGURE 11.B ”.

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**BIDS:**

Bid ID  
Auction ID  
Item ID  
Bidder ID  
Bid Time Stamp  
Price Bid  
Bid Type  
    Proxy  
    Direct  
Quantity Desired  
Minimum Quantity  
Currency

On sheet 13 of 20, Fig. 11.C, delete " **FIGURE 11.C** ".

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INVENTOR(S) : Kemal Guler, et al.

It is certified that an error appears or errors appear in the above-identified patent and that said Letters Patent is hereby corrected as shown below:

### MECHANISM CHARACTERISTICS:

Format  
English  
Dutch  
Sealed Bid First Price  
Sealed Bid Second Price  
Vickrey  
etc  
Buy/Sell  
Entry Rule  
Open  
Free  
Fee  
Invitation  
Free  
Fee  
Reserve Price  
Secret  
Open  
Start Price  
Bid Increment  
Fixed  
Relative  
Closing Rule  
Inactivity Time  
Fixed Closing Time

On sheet 14 of 20, Fig. 11.D, delete “ **FIGURE 11.D** ”.

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**ITEM CHARACTERISTICS:**

Item ID  
Name  
Description  
Location  
SKU  
Manufacturer  
Model Number  
Condition  
Warranty  
Weight  
Weight Unit  
Measurement Unit  
Currency  
List Price  
etc

On sheet 15 of 20, Fig. 11.E, delete “

FIGURE 11.E ”.

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**BIDDER CHARACTERISTICS:**

ID  
Segment ID  
Name  
Address  
General Information  
Socio Demographic Information  
Etc

**SELLER/BUYER CHARACTERISTICS:**

Seller/Buyer ID  
Name  
Address  
General Information  
Socio Demographic Information  
Etc

On sheet 16 of 20, Fig. 11.F, delete “ **FIGURE 11.F** ”

In column 22, line 4, in Claim 4, after “receiving” delete “said”.

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